

Massachusetts Highway Safety Plan Federal Fiscal Year 2008 Annual Report



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December 2008

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MESSAGE FROM GOVERNOR'S HIGHWAY SAFETY REPRESENTATIVE

The mission of the Executive Office of Public Safety and Security (EOPSS)'s Highway Safety Division (HSD) is to reduce fatalities, injuries, and economic losses from motor vehicle crashes on Massachusetts roadways. We continue to base our work on the concept that any death or injury on our roadways is one too many and that traffic crashes are preventable.

I am pleased to submit this FFY 2008 Annual Report in fulfillment of the Commonwealth of Massachusetts' Section 402 grant requirements with the National Highway Traffic Safety Administration (NHTSA). This report highlights many of the accomplishments of the EOPSS and its highway safety partners.

I thank the staff of the HSD, located within the EOPSS's Office of Grants and Research, for their efforts in FFY 2008 and in particular for the development of this report:

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The HSD conducted extensive outreach to its safety partners in FFY 2008. HSD hosted four listening sessions with more than 100 stakeholders as well as a full-day forum with over 70 representatives from local police departments to discuss emerging trends in roadway safety and identify opportunities for additional partnerships.

In April 2008, Governor Patrick signed a booster seat enhancement to the Massachusetts Child Passenger Safety (CPS) Law that went into effect on July 10, 2008. This law upgrade qualified Massachusetts for \$370,634 of Section 2011 funds for CPS programming in FFY 2008. The HSD quickly mobilized to communicate these changes to the public. The effort to reduce impaired driving in Massachusetts received additional support this year, as well, through the funding of a second Breath Alcohol Testing (BAT) Mobile, enabling the Massachusetts State Police (MSP) to safely and efficiently conduct additional sobriety checkpoints.

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EXECUTIVE SUMMARY

FFY 2008 Accomplishments

- In the third year of the federal multi-year transportation funding bill, the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), the EOPSS successfully applied to NHTSA for \$15,505,538 in new highway safety grant funding under Sections 402 (general highway safety), 154 (transfer) 405 (occupant protection), 408 (traffic records), 410 (impaired driving), 2010 (motorcycle safety), and 2011 (booster seats) for FFY2008. EOPSS also applied for and received \$350,000 from the U.S. Department of Justice (underage drinking prevention) in FFY 2008.
- The overall goal of the FFY 2008 work of EOPSS was to reduce the state fatality rate per 100 million vehicle miles traveled (VMT) from 0.87 in 2004 to 0.83 in 2007. While the state had the lowest motor vehicle fatality rate per 100 million VMT in the nation in 2005, we continue to work towards zero fatalities on our roadways.*
- The EOPSS/HSD helped to implement a booster seat enhancement to the Massachusetts Child Passenger Safety (CPS) Law that went into effect in July 2008.
 - The EOPSS/HSD conducted extensive outreach to its safety partners in 2008. HSD hosted four listening sessions with more than 100 stakeholders as well as a full-day forum with over 70 representatives from local police departments to discuss emerging trends in roadway safety and identify opportunities for additional traditional and non-traditional partnerships.
 - During spring 2008, the EOPSS/HSD along with government and corporate partners, conducted a Safe Prom and Graduation Campaign. The centerpiece of the initiative was a contest for high school students to submit 30-second videos with messages of safe driving, seat belt use, and avoidance of alcohol and other drugs. The HSD received 23 submissions representing 12 high schools.
 - The HSD hired three new program coordinators in FFY 2008. As these new employees were trained, HSD was able to broaden its outreach into the community and expand on programming.
 - The death toll for teen drivers in Massachusetts dropped by a third in the year following the January 2007 implementation of the Massachusetts new Junior Operator License (JOL) Law. The Division continues to assist the Registry of Motor Vehicles (RMV) to promote the new law.
 - The Division continued its service on the Executive Leadership Committee of the Massachusetts Highway Division (MassHighway)-led Massachusetts Strategic Highway Safety Plan (SHSP) effort in FFY 2008.

- The Division worked with a growing number of Federal, state, and local partners to continue its successful statewide series of “Click It or Ticket” (CIOT), “Drunk Driving. Over the Limit. Under Arrest” (DDOLUA), and “Road Respect” (RR) Mobilizations.
- The EOPSS/HSD awarded traffic enforcement grants to 66 percent of the 371 municipal and campus police departments to support their participation in the CIOT, DDOLUA, and RR Mobilizations. Additional departments signed up to support these mobilizations on a voluntary basis. Special efforts continued to reach diverse populations during the mobilizations.
- The Division and its partners continued to implement key suggestions from the 2005 NHTSA Impaired Driving Assessment and the 2007 NHTSA Occupant Protection Assessment.
- To recognize traffic safety accomplishments of state and local police, the HSD conducted its annual Massachusetts Law Enforcement Challenge in cooperation with the Massachusetts Chiefs of Police Association (MCOPA). Twenty-four local communities and the MSP were recognized at a ceremony in May 2008. HSD secured donations of 25 prizes of considerable value from vendors.
- The Commonwealth demonstrated progress in advancing the integration of the Massachusetts’ Crash Data System (CDS) with the Driver and Vehicle databases, as evidenced by the increase, from 95.6 percent in 2007 to 96.2 percent in 2008, in the percentage of crash reports with validated driver history and vehicle registration information. The Commonwealth also achieved an improvement in the timeliness of the CDS, as evidenced by the decrease, from 51.01 days in 2007 to 28.23 days in 2008, in the average number of days between crash incident and the entry of the crash report into the database. The achievement made the Commonwealth eligible for a subsequent year of Section 408 funding (\$500,000).
- EOPSS/HSD staff attended multiple professional development courses offered by NHTSA and the Transportation Safety Institute regarding data analysis and evaluation, program management, impaired driving, and occupant protection. Staff also attended conferences at the Annual National Leadership Conference on Underage Drinking Enforcement Training Center, the MADD Power Summit, 2008 National Lifesavers Conference, Students Against Destructive Decisions National Conference, and the National Governors Highway Safety Association Strategic Communications Forum.
- IN FFY08, EOPSS/HSD created and received state approval to implement a highway safety trust fund which will enable EOPSS to solicit and receive funds from traditional and non-traditional partners in FFY09.

FFY 2007 Challenges

- Based on recent data from the Registry of Motor Vehicles (RMV), the number of motor vehicle crash related fatalities rose from 430 in 2007 to 434 in 2008. (Although FARS data was used in developing this report, FARS currently reports only 417 fatalities in Massachusetts in 2007.)

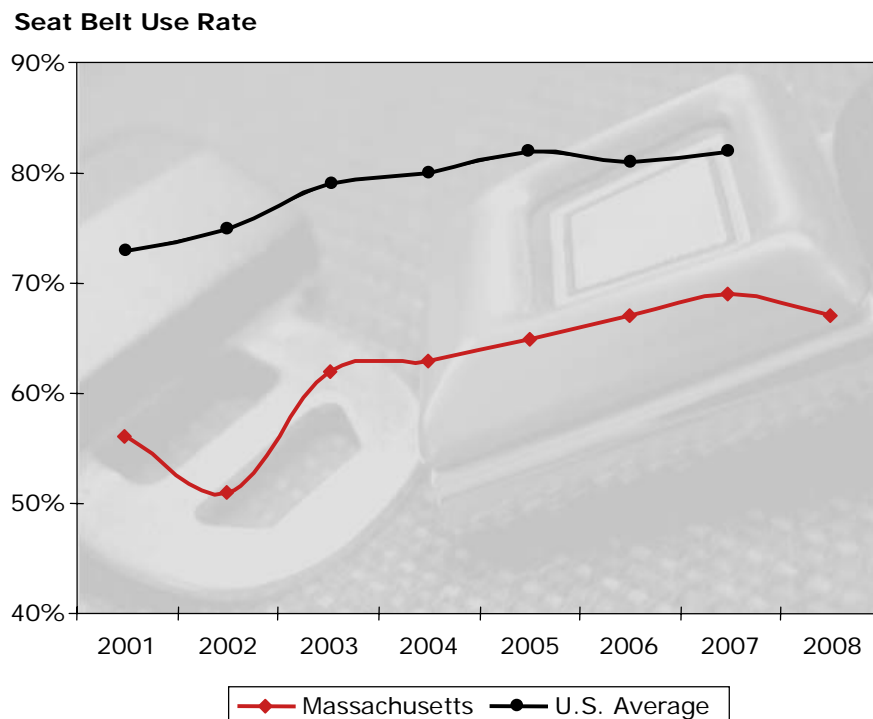
- The observed safety belt use in Massachusetts decreased from 69 percent in 2007 to 67 percent in 2008.
- The Massachusetts Legislature did not address a pending primary safety belt law during its formal 2008 session, though an active grass roots coalition did make an effort to pass this safety legislation. It is unlikely this bill will be considered during the remaining **months** of 2008 as the Legislature is in an informal session.
- Because of a technical change to state law in February 2006, Massachusetts became in violation of the Federal Open Container Law. This technical change was corrected in July 2008, so Massachusetts will only experience the Federal law's penalty transfer in FFY 2008.
- The EOPSS's traffic records data warehouse and on-line access tool have been taken off-line while a long-term strategy for collecting, storing, merging, and on-line accessing of the Commonwealth's traffic records data sets is developed with input from the Massachusetts Traffic Records Coordinating Committee, **under the direction of the EOPSS/HSD.**

Crash Summary Chart

Year	2006	2007*	2008	Percent Change
Fatalities (Actual)	429	417	-	-3%
Percent of Population Observed Using Safety Belts	67%	69%	67%	-2%
Alcohol-Related Fatalities	174	177	-	+1.7%
0.08+ Alcohol-Related Fatalities	144	146	-	+1.3%
Speed-Related Fatalities	148	140	-	-5%

Source: Fatality Analysis Reporting System (FARS) or Registry of Motor Vehicles, December 2007.

*NOTE: 2007 Fatality data was obtained from FARS and is preliminary at the time of reporting. Information from the Massachusetts Registry of Motor Vehicles indicates that Massachusetts actually had 434 fatalities in 2007, which would impact HSD's assessment of progress toward meeting the goals outlined in the FFY 2008 HSP.

Figure 1. Massachusetts Seat Belt Use Rate Compared to the U.S. Average

OCCUPANT PROTECTION

Occupant protection relates to the use of safety belts, booster seats, and child safety seats by motor vehicle drivers and passengers. Massachusetts has historically had one of the lowest statewide safety belt use rates in the country. In FFY 2003, the application of NHTSA's Click It or Ticket (CIOT) model enabled Massachusetts to increase its safety belt use from 51 percent to 62 percent – our largest annual use rate increase ever recorded. Since then there had been a steady increase in safety belt use, reaching 69 percent in 2007. Unfortunately, in 2008, the Commonwealth's belt use rate dropped back to 66.58 percent. This is despite increased attempts at the state and local levels. It is estimated that there would be a 13 percent increase in safety belt use in Massachusetts in the first year after the adoption of a primary safety belt law, annually saving 27 lives, 1,032 serious injuries, and \$260 million in economic costs. Consequently, the effort to increase safety belt use will continue to be a major program area for the EOPSS.

The occupant protection goal of the 2008 Highway Safety Plan was to increase safety belt use from 67 percent in 2006 to 72 percent in 2008.

- The 2008 Statewide Safety Belt Use Observation Survey indicates the Commonwealth decreased to 67 percent.

Goal

- Increase statewide safety belt use rate from the 2006 rate of 67 percent to 72 percent by 2008. Did not achieve this goal. Seat belt usage rate in 2008 was 67%.

Program Accomplishments

- Reduced unrestrained passenger vehicle occupant fatalities – 142 fatalities in 2007; 158 fatalities in 2006.
- Reduction in the percent of unrestrained vehicle occupant fatalities, from 53 percent in 2006 to 51 percent in 2007.

Objectives

- Enhance and evaluate the impact of the series of CIOT Mobilizations.
- Expand and evaluate CIOT-related community educational initiatives among diverse populations.
- Enhance and evaluate the impact of efforts to increase safety belt use by younger drivers and passengers.
- Enhance and evaluate the impact of efforts to increase proper use of child safety seats, including booster seats.
- Support law enforcement with training and technical assistance aimed at increasing their effectiveness to increase occupant protection use.

Program Performance Measures

- Increase from 87 percent in 2007 to 90 percent in 2008 the number of respondents to the statewide telephone survey that are aware of Massachusetts safety belt law. No Survey was conducted.
- Increase number of local police and campus police high visibility enforcement grants during CIOT Mobilizations from 232 in FFY 2007 to 270 in FFY 2008. Two hundred and fourth-five municipal and campus police departments and the Massachusetts State Police participated in CIOT Mobilizations.
- Conduct a CPS Conference for up to 500 attendees in FFY 2008. There were 200 attendees.
- Increase number of child passenger safety grants awarded by Highway Safety Division's CPS Program to 100 in FFY 2008. 68 CPS Equipment Grant awards were distributed in July 2008.

- Maintain approximately 500 child passenger safety technicians in Massachusetts in FFY 2008. Completed.
- Implement in Teen Driving Program with the Department of Public Health. Although EOPSS had the Department of Public Health and the Registry of Motor Vehicles under contract for this program, their inability to hire program coordinators caused them to put this program on hold.

Click It or Ticket Mobilizations

The Massachusetts State Police received funding to participate in two EOPSS-funded CIOT Mobilizations, November 2007 and May-June 2008. More than 245 local police departments received funding to participate in the May-June 2008 CIOT Mobilization. Many local departments participated in the November 2007 CIOT Mobilization on a voluntary basis. The mobilizations resulted in:

	State Police	Local Police
Enforcement (hours)	3,830	7,817
Traffic Stops	-	3,424
OUI Arrests	6	35
Speeding and Other Moving Violations Issued	2,845	3,573
Safety Belt Violations Issued	1,139	3,610
Child Safety Seat Violations Issued	52	131
Warnings Issued	1,898	10,635
Related Enforcement Actions	1,623	3,424

On a voluntary basis, numerous local police departments conducted designated “best practices” safety belt educational initiatives between April and June 2008 with EOPSS support. Departments developed partnerships with high schools, businesses, media outlets, public health, and medical organizations to increase safety belt use.

Throughout FFY 2008, and in particular during the CIOT Mobilizations, the State Police used its EOPSS-funded Roll-Over Simulator at numerous events to teach thousands of people about the benefits of safe driving and the importance of buckling up all vehicle occupants.

In late FFY 2008, Fisher College contracted with EOPSS to administer the Statewide Child Passenger Safety (CPS) Program. Plans for outreach included a wide range of diverse populations such as daycare centers, community groups, fraternal organizations, health care providers, police and fire personnel. Prior to the Fisher contract, the CPS program was administered by the Municipal Police Institute.

First introduced in FFY 2006, many police departments continued to promote the CIOT Mobilizations using EOPSS-produced vinyl cruiser window signs. The Massachusetts Highway Department and the Massachusetts Turnpike Authority lent support to the CIOT Mobilizations by displaying supportive messages on their 16 fixed and 80 portable variable message boards, along with large vinyl safety belt decals for MHD trucks and large

vehicles. These efforts helped the mobilization messages to reach hundreds of thousands of motorists.

Additional Accomplishments:

- During the series of five occupant protection, impaired driving, and speed/aggressive driving mobilizations, Massachusetts local police departments enhanced these mobilizations by providing \$1,059,536.18 in documented in-kind match traffic enforcement and highway safety activities.
- Mothers Against Drunk Driving (MADD) and Students Against Destructive Decisions (SADD) integrated safety belt messaging into all websites, newsletters, material and programming funded by EOPSS.
- A municipal law enforcement officer who is a TOPS and CPS instructor represented Massachusetts in developing and delivering the new Traffic Occupant Traffic Strategies (TOPS) course in Kansas City. Based on this professional development, 22 students were trained at two municipal police academies.
- EOPSS/HSD participated in the AAA Child Passenger Safety Press Conference on City Hall Plaza with Boston's Mayor Menino, Registrar of Motor Vehicles, and AAA of Southern New England's President to promote the destruction of over 900 old or unsafe car and booster seats.
- During the CIOT Mobilization, letters were mailed to 738 high school superintendents, private school administrators and school resource officers across the state to provide information regarding the mobilization. Included with the letters were brief public announcements that schools could use to help provide information to students about the importance of using safety belts.
- Letters were sent to 873 high schools in Massachusetts to provide them with safety belt information and sample safety belt policies to be tailored to fit the needs of the school.
- Letters were sent to over 2,700 elementary, middle, and high schools across the state asking for help as EOPSS/HSD worked toward educating students about the importance of car seats, booster seats, and safety belts. Materials request forms were included and over 130 schools responded for additional highway safety information and materials.
- HSD representatives participated in monthly MassHighway Safety Tips Website Committee meetings. This is a collaboration of public and private stakeholders in highway safety to discuss content and outreach for state run website that provides safe driving tips. The website is updated with new tips twice a month.
- HSD representatives participate in quarterly Preventing Injuries Now Network (PINN) meetings. PINN is a group funded by a non-EOPSS/HSD grant to the state

Department of Public Health to bring together stakeholders in preventing injury. Highway safety is a significant portion of the portfolio of PINN and its efforts helped pass Massachusetts' new booster seat law.

- **HSD** representatives participate in quarterly Partners in Passenger Safety (PPS) meetings which focus on occupant protection and **include** many safety advocates and state agencies including child safety advocates, elderly, public health officials and transportation safety representatives.

Looking Forward...

The occupant protection goal of the 2009 Highway Safety Plan is to increase statewide safety belt use rate from the 2008 rate of 67 percent to 70 percent by 2009.

Occupant Protection Program spending will be approximately \$6,065,725 in FFY 2009.

Key initiatives to address occupant protection in the 2009 Highway Safety Plan include:

- Conduct the 2009 Annual Massachusetts CPS Conference for up to 500 attendees, including all certified technicians and instructors. Topics will include national and state updates and changes in current CPS laws, regulations, and standards about CPS seats.
- Conduct the 2nd Annual Safe Prom and Graduation Campaign to focus attention on safe driving, seat belt use, and underage drinking prevention. Produce and distribute the materials in English, Spanish, Portuguese, Mandarin, and other languages as needed.
- Conduct the statewide annual safety belt usage survey.
- Work with the RMV and DPH to promote the Teen Driver Program and encourage parents to promote compliance with the junior operator law.
- The EOPSS was awarded a NHTSA Cooperative Agreement for the Section 403 Click It or Ticket Next Generation Grant for implementation in FFY 09
- Conduct a Grammar/Middle School pilot program to educate students about safety belts.

IMPAIRED DRIVING

Massachusetts has made great strides in recent years in reducing the danger posed by impaired drivers on its roadways, including participation in NHTSA's You Drink & Drive. You Lose. Mobilizations starting in 2002 and its Drunk Driving. Over the Limit. Under Arrest. (DDOLUA) Mobilizations as of 2006. Several pieces of legislation **were passed** that strengthened the Commonwealth's drunk driving laws, including Melanie's Law in October 2005 which is aimed at reducing the threat posed by repeat offenders. **The percentage of alcohol-related fatalities in 2007 in Massachusetts was 42 percent – slightly higher than the national rate of 37 percent** – but represents a significant decrease from 47 percent in 2003. In spite of all these efforts, on Massachusetts roadways there were still 3,572 alcohol-related citations issued that involved a crash in 2005. An additional 11,776 alcohol-related citations were issued that year where no crash had occurred. The number of alcohol-related citations, crashes, and fatalities in Massachusetts warrant EOPSS to continue to treat impaired driving as a major program area. This program area also includes efforts to address the dangers of drowsy driving.

The impaired driving goal of the 2008 Highway Safety Plan is to reduce the percentage of alcohol-related fatalities from 42 percent in 2005 to 40 percent in 2008.

- The 2007 percentage of alcohol-related fatalities was 42 percent. [Note – goal not met]

Goals

- Reduce alcohol-related fatalities from 42 percent in 2005 to 40 percent in 2008. MAKING PROGRESS TOWARDS GOAL (42% in 2007; 41% in 2006).

Program Accomplishments

- Reduction of 18 percent in alcohol-related fatalities from 2006 to 2007 (177 in 2007; 174 in 2006). **[I don't think this is a reduction per Bob]**
- Reduction of 1.4 percent in fatalities involving at least one driver or motorcycle operator with a BAC at or above the legal limit (.08 g/dl) from 2005 to 2007 (146 in 2007; 148 in 2005).
- Gained participation from over 100 restaurants in a new pilot designated driver program in two cities.
- Work began on redesigning the impaired driving brochure with assistance from the Registry of Motor Vehicles.

Objectives

- Enhance and evaluate the impact of the series of DDOLUA Mobilizations.
- Expand number of and evaluate impact of sobriety checkpoints.
- Enhance and evaluate the impact of efforts to reduce impaired driving by younger drivers and underage drinking.
- Support law enforcement with training and technical assistance aimed at increasing their effectiveness to combat impaired driving and underage drinking.

Program Performance Measures

- Increase from 64 percent in 2006 to 68 percent in 2008 the number of respondents to the statewide telephone survey that were likely to abstain from drinking and driving as a result of increased enforcement. 70% in 2007; no survey in 2008
- Increase number of State Police led sobriety checkpoints from 75 in FFY 2007 to 90 in FFY 2008 utilizing the two BAT Mobile Units. **The MSP conducted over 68 checkpoints; goal not met due to weather conditions.**
- Increase number of local police department enforcement grants by including campus police departments during DD-OL-UA Mobilizations from 232 in FFY 2007 to 270 in FFY 2008. EOPSS awarded 245 local and campus police departments during DD-OL-UA. Reduction in participation due to low staffing, retirements, military status, and layoffs. As part of the Traffic Enforcement and Equipment Grant, over 240 departments were eligible to purchase equipment. Many purchases included preliminary breath test units, passive alcohol sensors, and "fatal vision" goggles.
- Conduct first-time upgrade of Breath Test Units for evidence collection with 150 systems for cities and towns, State Police and municipal police training facilities. Utilize new advanced technology. This initiative was funded through EOPSS Homeland Security Division and eliminated from the FFY 2008 Highway Safety Plan.
- Increase number of local law enforcement agencies and college police departments participating in underage drinking enforcement partnerships from six in FFY 2007 to 50 in FFY 2008. Six grants were issued in December 2007; statewide program developed in FFY08 for implementation in FFY 2009.
- Conduct awareness and education programs with evaluation component designed to encourage responsible decision-making and reduce alcohol use and abuse in 50 institutions of higher education in FFY 2008. Initiative deferred to FFY 2009.
- Conduct a NHTSA Standardized Field Sobriety Testing Assessment to determine statewide effectiveness of training programs and efforts. Initiative deferred to FFY 2009.
- Funding to the Massachusetts Municipal Police Training Committee (MPTC) resulted in 378 municipal officers trained in breath test operator, breath test instructor, SFST specialized, and SFST instructor classes conducted statewide. **(Brian - photo provided)**

- Provided funding through MPTC for Drug Evaluation and Classification Training for 18 officers as Drug Recognition Experts. Funded expenses for students and instructors to travel to Maracopa, Arizona to conduct evaluations at a central lock-up facility since no central lock-up facilities in Massachusetts. Conducted only one DITEP class due to issues with teachers union and program marketing. Drug Recognition Experts partnered with the State Police at sobriety checkpoints. (Brian – photo provided)
- Provided funding to the Massachusetts Alcoholic Beverage Control Commission to conduct compliance checks in 107 municipalities with a primary focus in the western counties. 1,575 licensed establishments were checked, an increase from approximately 550 in FFY2007. 209 establishments failed the check – an 87% success rate.
- Provided funding to the Alcoholic Beverages Control Commission to train 606 officers from 293 police departments. The ABCC surpassed its goal of providing training to 150 police departments.

Drunk Driving. Over the Limit. Under Arrest. Mobilizations

The Massachusetts State Police and 245 local police departments received funding to participate in three EOPSS-sponsored DD.OL.UA. mobilizations in December 2007 – January 2008, July 2008, and August-September 2008. The mobilizations resulted in:

	State Police	Local Police
Enforcement (hours)	4,792	14,416
Traffic Stops	-	37,149
OUI Arrests	257	193
Speeding and Other Moving Violations Issued	1,514	6,242
Safety Belt Violations Issued	704	3,911
Child Safety Seat Violations Issued	26	179
Warnings Issued	1,964	19,023
Related Enforcement Actions	1,662	6,424

The State Police acquired its first Breath Alcohol Testing (BAT) Mobile in late spring 2006 and the second BAT Mobile in June 2008. In FFY 2008, the MSP conducted 68 EOPSS-HSD funded sobriety checkpoints and EOPSS authorized OUI saturation patrols. The 68 checkpoints resulted in 8,834 enforcement hours and a total of 521 arrests for operating under the influence of alcohol. Local police participated in most of these checkpoints, resulting in numerous OUI arrests by locals, and helping to generate additional media coverage. During FFY 2008, the BAT Mobile appeared at numerous EOPSS press events and community events.

Additional Accomplishments:

- MADD continued its Youth in Action (YIA) Program to reduce underage drinking as well as encourage safer teen driving and safety belt use. The “Sticker Shock”

effort by the 32 YIA teams led to the placement of 34,000 stickers directly on alcohol products in 44 stores in 10 communities in order to remind shoppers it is illegal to purchase alcohol for those under 21. (Brian – photo provided)

- SADD supported 38 high schools with mini-grants across the Commonwealth to participate in its “A Call to Action (ACTA)” and “Using Prevention Strategies (UPS)... Empowering Students to Improve Their Schools and Communities” programs. These programs strive to educate and empower high school students; change social norms; reduce underage drinking, substance abuse, and impaired driving; and increase safety belt use among Massachusetts youth.
- Six local police departments received U.S. Office of Juvenile Justice Delinquency Prevention funding to conduct underage alcohol enforcement initiatives. Reverse stings, underage stings/compliance checks, Cops in Shops, party patrols, and Surveillance patrols were conducted resulting in 587 enforcement hours, 722 IDs checked, 22 adults procuring for minors, 50 minors in possession of or transporting, 91 arrests or summons and eight youth were released to parents.
- Funding to the Massachusetts District Attorneys Association provided a full-time Traffic Safety Resource Prosecutor, statewide technical trainings and conferences for prosecutors, local and state police, the revision of the Massachusetts Prosecutors OUI Manual, and partnerships with the judiciary, state Office of Alcohol Testing, and substance abuse prevention organizations. In-kind match was almost \$65,000.
- Funding to the New England Association of Drug Court Professionals through the Massachusetts Trial Court allowed for the sponsorship of the annual conference of law enforcement, prosecutors, substance abuse and health care professionals, probation, judges and traffic safety advocates.
- Initial work was done for an Automated License Plate Reader pilot program to take place in FFY2009. In partnership with the Massachusetts Criminal History Systems Board and the State Police, funds will be provided to multiple communities to monitor and collect data on license plates. The readers should help bring attention to motorists revoked or suspended licenses for alcohol-related offenses.
- The Berklee College of Music was awarded the College/University Alcohol Education Demonstration Pilot Project, funded by OJJDP. This program, which will be mandatory for all freshmen, will focus on creating an atmosphere that respects the laws and promotes a healthy campus culture and healthy social norms; providing a forum for students to discuss perceptions of their college environment regarding social pressures and responsible decisions concerning alcohol abuse; and hosting workshops that emphasize the link between alcohol abuse and highway safety.
- A survey was developed that will be sent to Massachusetts College and University Presidents in FFY2009. The survey will focus on finding out what types of underage drinking prevention programming is currently offered by colleges and

universities for the purpose of aligning future EOPSS/HSD programming appropriately. For this survey, HSD will use the online service Survey/Monkey to better tabulate and analyze the data received.

- Preparation work was completed to award underage drinking prevention conferences to be hosted separately by four District Attorney offices in FFY 2009. These conferences will be held for stakeholders in children's lives and will focus on preventing underage drinking and forming a unified response to the issue.

Looking Forward...

The impaired driving goals of the 2009 Highway Safety Plan are to reduce alcohol-related fatalities from 41 percent in 2006 to 40 percent in 2009; and to reduce BAC of 0.08 or greater alcohol-related fatalities from 36 percent in 2006 to 35 percent in 2009.

Impaired Driving Program spending will be approximately \$7,914,708 in FFY 2009.

[Note – based on 2007 data, goal for BAC of 0.08 related fatalities of 35% in 2009 has been met. 146 fatalities out of 417 = 35%. Should we decrease 2009 to 34 or 33%?]

Key initiatives to address impaired driving in the 2009 Highway Safety Plan include:

- Increase state and local police participation and overall number of DDOLUA Mobilizations.
- Increase the number of MSP-led sobriety checkpoints.
- Increase the number of local and campus police departments participating in underage drinking enforcement partnerships from four in FFY 2008 to a minimum of 50 in FFY 2009.
- Support law enforcement with training, equipment, and technical assistance aimed at increasing their effectiveness to combat impaired driving and underage drinking.
- Complete redesign of impaired driving brochure with assistance from the Registry of Motor Vehicles and distribute statewide.

SPEEDING AND AGGRESSIVE DRIVING

Massachusetts roadways have significant speeding and aggressive driving problems, fueled by more people with a “24/7” lifestyle and increasingly congested roadways. To help address this situation EOPSS developed an annual Road Respect (RR) Mobilization. Speed was a factor in 34 percent of all motor vehicle-related fatalities in Massachusetts in 2006, as compared to 32 percent nationwide. On Massachusetts roadways in 2005 there were 3,338 speed-related citations involving a crash. That same year, there were 293,269 speed-related citations issued without a crash. The high-speed involvement in fatalities and the significant number of speed-related citations issued are why the Commonwealth must continue to treat speeding and aggressive driving as a major highway safety problem. Efforts in this area also will address the dangers of distracted driving. (Bob – please review and amend)

The speeding and aggressive driving goal of the 2008 Highway Safety Plan is to reduce the percentage of speed-related fatalities from 33 percent in 2005 to 32 percent in 2008.

- The 2007 percentage of speed-related fatalities was 34 percent, indicating the need for more comprehensive strategies to combat speeding.

Goal

- Reduce the percentage of speed-related fatalities from 33 percent in 2005 to 32 percent in 2008. INCOMPLETE (34 percent in 2007).

Program Accomplishments

- Reduced speed-related fatalities, from 148 in 2006 to 140 in 2007.

Objectives

- Enhance and evaluate the impact of efforts to reduce speeding and other aggressive driving behaviors through the *Road Respect* Mobilization including a focus on preventing drag racing.

- Support law enforcement with training and technical assistance aimed at increasing their effectiveness to reduce speeding and other aggressive driving behaviors.

Program Performance Measures

- Increase number of local police departments and campus police departments during Road Respect Mobilizations from 232 in FFY 2007 to 250 in FFY 2008. The EOPSS awarded 245 departments with Road Respect grants.
- Implement a speed measurement equipment grant program for state, local and campus police departments to enable them to expand their traffic enforcement efforts in the Road Respect Mobilizations. The EOPSS awarded State Police funding for speed measurement equipment and deferred the equipment grants for local and campus police departments. However, as part of the Traffic Enforcement and Equipment Grant Program over 240 police departments were eligible for equipment purchases which included speed measurement devices. Many purchased LiDAR, radar units, speed boards and trailers.

Road Respect Mobilization

The Massachusetts State Police and 245 local police departments received funding to participate in the EOPSS-funded RR mobilization in April 2008. The mobilization resulted in:

	State Police	Local Police
Enforcement (Hours)	1,866	8,457
Traffic Stops	-	22,397
OUI Arrests	4	43
Speeding and Other Moving Violations Issued	2,208	4,870
Safety Belt Violations Issued	561	2,228
Child Safety Seat Violations Issued	16	101
Warnings Issued	1,410	11,757
Related Enforcement Actions	1,183	4,075

Looking Forward...

The speeding and aggressive driving goal of the 2009 Highway Safety Plan is to reduce the percentage of speed-related fatalities from 35 percent in 2006 to 34 percent in 2009.

Speeding & Aggressive Driving Program spending will be approximately \$1,354,422 in FFY 2009.

Key initiatives that focus on speeding and aggressive driving in the 2009 Highway Safety Plan include:

- Increase state and local police participation in the April RR Mobilization.

- Work with MassHighway to implement a program to monitor speeds of vehicles driving through work zones on limited access highways.
- Provide funding for local and campus police departments for speed measurement equipment through the Traffic Enforcement and Equipment Grant.
- Develop and distribute RR Mobilization/Speeding and Aggressive Driving educational and incentive materials for community educational initiatives.

HIGHER RISK TRANSPORTATION SYSTEM USERS

In Massachusetts, higher risk transportation system users are defined as young drivers, older drivers, motorcyclists, pedestrians, and school bus occupants. In 2007, Massachusetts exceeded the U.S. average in pedestrian-related fatalities, 14.6 percent versus 11.3 percent. In 2007, motorcycle-related fatalities comprised 14.6 percent of all fatalities in Massachusetts as compared to 12.5 percent nationwide. In 2007, young drivers (16 to 24 years of age) represented 18.9 percent of all motor vehicle-related fatalities in Massachusetts versus 15.3 percent nationally. In 2007, older drivers (age 65 and older) represented 8.4 percent of all fatalities in Massachusetts, slightly lower than the 8.9 percent national rate for the same year.

Note – young driver/older driver stats represent number of 16-24 or 65+ individuals that were killed while driving a vehicle.

Although historically each year bicyclists and school bus occupants represent small percentages of the fatalities in Massachusetts, the Commonwealth seeks to continually increase the safety of these modes of travel under this program area.

The updated special users goals of the 2008 Highway Safety Plan were to:

- *Reduce younger driver fatalities and incapacitating injuries from 1,783 in 2005 to 1,693 in 2008.*
- *Reduce older driver fatalities and incapacitating injuries from 748 in 2005 to 710 in 2008.*
- *Reduce the pedestrian fatalities and incapacitating injuries from 317 in 2005 to 300 in 2008.*
- *Reduce bicyclist fatalities and incapacitating injuries from 79 in 2005 to 75 in 2008.*
- *Reduce motorcyclist fatalities and incapacitating injuries from 428 in 2005 to 407 in 2008.*

In FFY 2008, the Bicycle Helmet Distribution Program awarded 26,479 bicycle helmets to 271 organizations and municipalities throughout Massachusetts. Grant recipients included groups working with diverse populations in low-income and minority neighborhoods. The program developed contact information for the distribution of hand cards and bicycle helmet pledge cards to police, fire, health, traffic safety advocates, diverse populations and non-profit organizations. The EOPSS initiated the development of a new bicycle helmet law poster for future distribution to bicycle-related businesses as required by state law, as

well as to schools, community groups, and other interested partners with over 1,200 posters distributed.

In October 2007, the EOPSS co-sponsored an annual statewide bicycle and pedestrian advocacy and safety conference, Moving Together, in partnership with the Executive Office of Transportation, MassHighway, Department of Public Health, and other state agencies. Over 195 attendees representing law enforcement, public health, highway planners, nonprofit organizations, and traffic safety advocates participated in bicycle and pedestrian workshops during the conference.

The EOPSS collaborated with the Registry of Motor Vehicles (RMV) using Section 2010 funds to conduct a Share the Road Campaign entitled "Check Twice, Save a Life MOTORCYCLES ARE EVERYWHERE." To target drivers, ads were placed on the radio during morning and evening commute times and Saturday mornings. Four 15 second spots were produced and 737 spots ran from May 12 to May 25, 2008.

The RMV also worked with the University of Massachusetts Safety Research Program (UMassSafe) to develop a Crash Causation Analysis Report which detailed the major causes of motorcycle crashes in 2006. This analysis of motorcycle crash data has provide insight on the characteristics associated with motorcycle crashes, opportunities to use this information in motorcycle safety efforts, and the need for ongoing consideration of data quality as part of the analysis and program planning process.

Goals **[Note: I don't have access to incapacitation injury data for 2007]**

- Reduce younger driver fatalities [79] and incapacitating injuries from 1,783 in 2005 to 1,693 in 2008. **STATUS?**
- Reduce older driver fatalities [35] and incapacitating injuries from 748 in 2005 to 710 in 2008. **STATUS?**
- Reduce the pedestrian fatalities [61] and incapacitating injuries from 317 in 2005 to 300 in 2008. **STATUS?**
- Reduce bicyclist fatalities [10] and incapacitating injuries from 79 in 2005 to 75 in 2008. **STATUS?**
- Reduce motorcyclist fatalities [61] and incapacitating injuries from 428 in 2005 to 407 in 2008. **STATUS?**

Objectives

- Support statewide and community-level pedestrian safety initiatives.
- Enhance pedestrian safety expertise among state and local enforcement, public health, highway planners, engineers, and other traffic safety advocates.
- Support statewide and community-level bicycle safety initiatives.

- Enhance bicycle safety expertise among state and local enforcement, public health, highway planners, engineers, and other traffic safety advocates.
- Expand statewide rider training availability with special focus on increasing first-time participation by older riders.
- Enhance and evaluate impact of statewide “share-the-road”, “ride straight”, proper riding gear use, and licensing requirement educational efforts.

Program Performance Measures

- Award up to 50 community pedestrian and bicycle enforcement, education and equipment grants based on problem identification. Funding for this initiative was deferred until FFY 2009.
- Co-sponsor Statewide Pedestrian and Bicycle Safety Conference and increase over 150 attendees in FFY 2007 to 200 in FFY 2008. This initiative was successfully completed
- Increase number of community bicycle helmet grants from 250 in FFY 2007 to 400 in FFY 2008. 271 bicycle helmet grants were awarded in FFY 2008
- Increase number of motorcycle riders trained from 8,502 in 2007 to 8,927 in 2008. **Goal exceeded - 9,837 riders were trained in 2008.**
- Conduct assessment of motorcycle safety program to determine effectiveness and develop strategic plan based on results. Deferred and may be conducted in the future.
- Evaluate impact of communications efforts of the Registry of Motor Vehicles’ motorcycle safety program during 2008 riding season. Between May 5, 2008 and June 7, 2008, 737 spots ran on radio stations throughout Massachusetts.

Additional Accomplishments:

- HSD representatives attended monthly Massachusetts Bicycle and Pedestrian Advisory Board meetings. The board consists of public and private partners statewide with the goal of advocating for improved roadways and trails for pedestrians **and bicyclists.**
- **HSD** representatives participated in quarterly Safe Routes to School Task Force meetings to expand the program and to coordinate goals. Board members include state agencies, planners and construction personnel associated with on-going projects.

Looking Forward...

The updated special users goals of the 2009 Highway Safety Plan include:

- *To reduce younger driver fatalities and incapacitating injuries from 76 in 2006 to 72 in 2009.*
- *To reduce older driver fatalities and incapacitating injuries from 40 in 2006 to 38 in 2009.*
- *To reduce the pedestrian fatalities from 61 in 2006 to 58 in 2009.*
- *To reduce bicyclist fatalities from 6 in 2006 to 5 in 2009.*
- *To reduce motorcyclist fatalities and incapacitating injuries from 50 in 2006 to 47 in 2009.*

Special Users Program spending will be approximately \$401,000 in FFY 2009.

Key initiatives to address special users in the 2009 Highway Safety Plan include:

- Increase bicycle helmet distribution.
- Implement a Pedestrian, Bicycle, and Moped-Type Enforcement, Education and Equipment Grant Program
- Co-sponsor statewide Pedestrian and Bicycle Safety Conference.
- Expand statewide rider training availability with special focus on increasing first-time participation by older riders.

POLICE TRAINING AND SUPPORT

Well-trained police, judiciary personnel, and others involved in highway safety are critical to the successful development, implementation, evaluation of highway safety initiatives and programs. Many of the previously mentioned major program areas are dependent on the success of efforts under this program area.

The goals of the 2008 Highway Safety Plan were to:

- *Increase the level of traffic enforcement during mobilizations by law enforcement agencies.*
- *Encourage and assist law enforcement agencies with recognition of traffic enforcement and safety accomplishments.*
- *Support traffic enforcement and safety training.*

The EOPSS conducted the third Massachusetts Law Enforcement Challenge (MLEC) to recognize traffic enforcement and safety accomplishments (based on 2006 award winners). Twenty-four local police departments and the State Police participated.

The EOPSS awarded over 245 local police departments involved in the CIOT, RR, and DDOLUA Mobilizations and traffic equipment grants.

An additional 10 local police departments were recruited to support without grant funding the CIOT and DDOLUA Mobilizations between May and September 2008.

The Municipal Police Training Committee trained 88 officers in Basic Accident Investigation, Accident Investigation Reconstruction, work zone safety, and speed measurement instructor and LiDAR operator.

The EOPSS implemented a number of federal Section 1906 initiatives addressing racial profiling. Initiatives included the completion of the Statewide Benchmark Study with the goal to verify the hypothesis that crash data is an accurate proxy for the racial, ethnic, and gender composition of driving populations, and the awarding of a multi-year award for the design and implementation of Chief and Supervisor Training. In FFY08, EOPSS was ineligible to apply for a third year of funding.

Looking Forward ...

The police training and support goals of the EOPSS 2009 Highway Safety Plan are:

- *Increase the level of traffic enforcement during mobilizations by law enforcement agencies.*
- *Encourage and assist law enforcement agencies with recognition of traffic enforcement and safety accomplishments.*
- *Support traffic enforcement and safety training.*

Police Training & Support Program spending will be approximately \$1,560,280 in FFY 2008.

Key initiatives under police training and support in the 2009 Highway Safety Plan include:

- Conduct the Massachusetts Law Enforcement Challenge.
- Conduct a Law Enforcement Conference.
- Conduct Chiefs and Supervisors Trainings to address Racial Profiling.
- Conduct Municipal Police Specialized Training Programs.
- Conduct annual Traffic Safety Listening Sessions.
- Fund the Massachusetts District Attorneys Traffic Safety Resource Prosecutor, trainings and conferences.
- Fund the services of a Law Enforcement Liaison to conduct traffic enforcement and safety initiatives and provide technical assistance with municipal police agencies.

TRAFFIC RECORDS

The EOPSS/HSD and its partners collect and use traffic records data to identify highway safety problems, to select the best possible countermeasures, and to evaluate the effectiveness of these efforts. The role of traffic records in highway safety has been increasing substantially since the creation of the federal Section 408 grant program in 2006 which helps states improve their traffic records systems. Massachusetts faces a number of challenges with its traffic records system, including, but not limited to, antiquated computer systems, insufficient data submission requirements and capabilities, and difficulties developing easy to use on-line tools to share and analyze available data.

The traffic records goal of the 2008 Highway Safety Plan was to ensure key highway safety stakeholders have accessible, accurate, complete, consistent, integrated, and timely data and analysis from local, state, and Federal systems involving citation/adjudication, crash, driver history, injury surveillance, roadway, and vehicle data to conduct cost-effective and successful highway safety programs, evaluations, and research.

As required by the NHTSA's Section 408 grant program, Massachusetts has an active Traffic Records Coordinating Committee (TRCC). The TRCC is chaired by the HSD's **Director**. The TRCC seeks to improve the accessibility, accuracy, completeness, consistency, integration, and timeliness of the six traffic records systems in Massachusetts: citation/adjudication, crash, driver, injury surveillance, roadway, and vehicle. One way the TRCC does this is by ensuring that any Section 408 funds received by Massachusetts are used for eligible, prioritized projects that will enhance these systems.

The TRCC's FFY 2008 Section 408 application and update to its strategic plan for traffic records, submitted to NHTSA in June 2008, contains extensive details on the current capabilities and challenges of the Massachusetts traffic records system. It also reports on the progress made to date on projects funded with FFY 2006 and FFY 2007 Section 408 funds. The application/plan update also details how potential FFY 2008 Section 408 funds would be utilized for proposed projects that were prioritized by the TRCC. The Commonwealth was awarded a Section 408 grant based on progress made towards improving the timeliness and integration of the RMV's crash data system.

Goals

- Ensure key highway safety stakeholders have accessible, accurate, complete, consistent, integrated, and timely data and analyses from the local, state, and Federal systems involving citations/adjudication, crash, driver, injury surveillance, roadway, and vehicle data to conduct cost-effective and successful highway safety planning, programs, and evaluations. The EOPSS-HSD traffic records contractor, Cambridge Systematics, will begin development and design of a pilot traffic records crash data

portal during FFY2009 that will be accessible to traffic records professionals within the Commonwealth of Massachusetts

Objectives

- Pilot a new traffic records crash data portal that is accessible online and makes use of all relevant and available local, state, and Federal traffic records data. Pilot data portal is tentatively expected to go live in third quarter 2009.
- Enhance the workings of the Massachusetts Traffic Records Coordinating Committee (TRCC) through the implementation and development of subcommittees to handle various specific objectives of the group. A subcommittee focused on the 2009 Section 408 Application is slated to begin meeting in early 2009.
- Ensure ongoing implementation of the TRCC's 2008 Massachusetts Strategic Plan for Traffic Records as well as apply for new Section 408 funding in 2009.

Program Performance Measures

- Fund and monitor the TRCC's FFY 2006, 2007, and 2008 408-funded projects as well as submit on behalf of the TRCC a FFY 2009 Section 408 Application and Massachusetts Strategic Plan for Traffic Records Update
 - Two projects still continuing that have 408-funding – Trauma Registry/MATRIS (Department of Public Health) and E-Submission of Crash Reports (Registry of Motor Vehicles)
 - Funding for DPH projects for 2006 and 2007 have led to the successful completion of a Statewide Trauma Registry database in mid-2008. Acute care treatment hospitals throughout the Commonwealth can now send trauma registry data to a central repository.
 - Funding for RMV's E-Submission project has led to an increased in electronic crash report submissions by police departments from 62 at the end of FFY2007 to 78 at the conclusion of FFY2008.
- Successful submission of FFY 2008 Section 408 Application for funding by June 2008.
 - Application was submitted and accepted by NHTSA in mid-June 2008. Based on the application and verified measurable progress by the Commonwealth of Massachusetts, \$500,000 in funds was awarded to EOPSS-HSD to continue with 408-related projects.

Looking Forward ...

The traffic records goal of the 2009 Highway Safety Plan is to ensure key highway safety stakeholders have accessible, accurate, complete, consistent, integrated, and timely data and analyses from the local, state and federal systems involving citation/adjudication, crash, driver, injury surveillance, roadway, and vehicle data to conduct cost-effective and successful highway safety planning, programs and evaluations.

Traffic Records Program spending will be approximately \$1.16 million in FFY 2009.

Key initiatives involving traffic records in the 2009 Highway Safety Plan include:

- Traffic Records program spending will be approximately \$1.16 million in FFY2009. This is based upon assumption that all projects will be completed by the end of September, 2009.
- Implement Year #3 of RMV's E-Submission of Crash Reports project with funding received from FFY2008 Section 408 Application award.
- In conjunction with selected contractor, Cambridge Systematics, design, develop and implement a pilot traffic crash records data warehouse and portal. This pilot system is anticipated to go live in third quarter 2009.
- Conduct, with assistance from NHTSA and selected traffic records contractor, a traffic records assessment during the week of March 15-20, 2009.
- With assistance from selected traffic records contractor, develop and complete a statewide business plan for the Commonwealth of Massachusetts' traffic crash records data system. Business plan is expected to be completed during the first quarter of 2009.

PAID AND EARNED MEDIA

During FFY 2008, EOPSS used statewide paid and earned media to increase safety belt and child passenger restraint use as well as to reduce aggressive/distracted/impaired driving and speeding. EOPSS was assisted by its paid and earned media contractors, ARGUS and Solomon & McCown, respectively. Most of these efforts were in support of EOPSS's two CIOT Mobilizations, one RR Mobilization, three DDOLUA Mobilizations, the CPS program, the Designated Driver Initiative, the Prom/Graduation Unsafe Driving & Underage Drinking Prevention Program and the Operating Under the Influence project. The mobilization work was performed in close coordination with the Massachusetts State Police's Office of Media Relations.

The paid and earned media goals of the EOPSS's 2008 Highway Safety Plan were to:

- *Meet the paid and earned media requirements of the EOPSS's series of mobilizations to help accomplish the goals of the occupant protection, impaired driving, and speed/aggressive driving program areas.*
 - Met all paid and earned media requirements of all of the EOPSS's six FFY 2008 mobilizations and helped to meet or achieve progress towards the goals of the occupant protection, impaired driving, and speed/aggressive driving program areas.
- *For all mobilization paid media buys, have EOPSS's paid media contractor obtain 50 percent bonus of the gross value based on the formula of the average cost-per-spot in each market weighted for rotators. Also, have all mobilization buys achieve minimum weekly gross rating points (GRPs) of 150 for radio and 200 for television.*
 - The paid media contractor obtained an average bonus value of 50 percent during the mobilizations and achieved all minimum weekly GRPs.

Click It or Ticket Mobilizations

The primary audience of the November 2007 mobilization was males and females ages 16 to 34. The primary audience of the May-June 2008 mobilization was males and females ages 16 to 49. Secondary efforts were directed at young drivers, especially males, the Spanish-speaking population, commercial vehicle and pickup truck drivers, as well as those living in urban areas and throughout southeastern Massachusetts.



For the November 2007 Mobilization previously developed 30-second radio spots, *Because You Never Know* and *Barefoot*, with a CIOT tag-line ran. *Barefoot* in Spanish ran on Spanish-language radio stations. *Because You Never Know* was translated for use on a Portuguese-language radio station in southeastern Massachusetts. The May-June 2008 Mobilization used a new integrated creative campaign with television (broadcast and cable), radio, outdoor, and out-of-home ads. The 30-second TV spot, *High Price to Pay*, ran in English and

Spanish for statewide broadcast and cable television. The 30-second radio spots, *Shopping, This Weekend, and This Summer* ran in English and Spanish for statewide radio. *This Summer* was translated for use on a Portuguese-language radio station in southeastern Massachusetts. In addition, *High Price to Pay* was adapted for outdoor ads. Also, out-of-home ads at sporting arenas were used to support the CIOT May 2008 effort statewide.

News conferences, statewide news releases, and op-eds promoted the CIOT Mobilizations as well as safe driving over the Thanksgiving Holiday and Memorial Day Weekends. These efforts highlighted the extra enforcement work of the State Police and more than 240 local police agencies. The November 2007 CIOT mobilization press conference was held at the Massachusetts State Police headquarters in Framingham. The press conference and other outreach efforts resulted in media coverage from six regional newspapers, five radio outlets and three television stations. For the May 2008 CIOT mobilization, HSD partnered with Tufts Medical Center and the Brain Injury Association. This press conference and other outreach and op-ed resulted in media coverage from three television stations, twenty newspapers, four radio stations and four online outlets. A *Click It or Ticket – Safety Belts Save Lives* message was displayed on 16 fixed and 80 portable variable message boards of the MassPike, Massport, and MassHighway. A sample news release was developed for use by local police departments.

Road Respect Mobilization

The primary audience for this mobilization was males ages 16 to 34. Secondary emphasis was placed on the Spanish-speaking population, commercial vehicle and pickup truck drivers, as well as those in southeastern Massachusetts.

During the March-April 2008 mobilization, two previously developed 30-second radio spots in English and Spanish with enforcement-based themes were used: *Take Control* and *Split Personalities*. The enforcement-based ad was translated for use on a Portuguese-language radio station in southeastern Massachusetts. In addition, an online interactive ad, *Respect-O-Meter*, was developed to support the radio buy.



A press conference, statewide news release and op-ed promoted the RR Mobilization by highlighting the extra enforcement work of the State Police and more than 240 local police agencies. The press conference was held at the Natick District Court House. HSD partnered with the Massachusetts Registry of Motor Vehicles, where the Registrar spoke about the new Junior Operating Laws. Jim Butcher, a father of a teenager killed in a car accident also spoke to encourage teenage drivers to drive carefully and slowly. The press conference and other outreach resulted in media coverage from eight television stations, seventeen newspapers, two radio stations and four online outlets. A *Show Road Respect – Police Seek Aggressive Drivers* message was displayed on 16 fixed and 80 portable variable message boards of MassPike, Massport, and MassHighway. A sample news release was developed for use by local police departments.

Drunk Driving. Over the Limit. Under Arrest. Mobilizations

The primary audience of the December 2007, July 2008, and **August-September** 2008 Drunk Driving. Over the Limit. Under Arrest. Mobilizations was males ages 18-49, with special emphasis on ages 18-34.



Secondary emphasis in all mobilizations was placed on Spanish-speaking populations and those living in southeastern Massachusetts.

The December 2007 mobilization used the previously developed 30-second *Surrounded* radio spot in English and *Cost of a Beer* 30-second radio spot in Spanish. The enforcement ad, *Surrounded*, was translated for use on a Portuguese-language radio station in southeastern Massachusetts. Supportive out-of-home posters and online web banners were also used.

The promotion of the July 2008 mobilization included a re-edited version of the previously developed 30-second *Surrounded* radio spot in English and *Cost of a Beer* 30-second radio spot in Spanish. The re-edited *Surrounded* radio spot was translated for use on a Portuguese-language radio station in southeastern Massachusetts.

The August 2008 Mobilization involved adding Massachusetts specific copy to NHTSA Drunk Driving TV spots in English and Spanish. An edited version of the 30-second *Surrounded* radio spot in English and the previously developed *Cost of a Beer* 30-second radio spot in Spanish were utilized for this mobilization. The enforcement ad, *Surrounded*, was translated for use on a Portuguese-language radio station in southeastern Massachusetts. NHSTA vanity posters were edited to include Massachusetts specific copy and DDOLUA logo, and were displayed in sporting arenas and parking garages throughout the Commonwealth. An online banner was also developed for placement on NESN.com.

News conferences, statewide news releases, and op-eds promoted the DDOLUA mobilizations and safe driving over the winter holidays, July 4th holiday period, and Labor Day weekend. These highlighted the extra enforcement work of the State Police and more than 270 local police agencies. For **the** December 2007 press conference, **HSD** partnered with UMASS Boston to target college students to be extra cautious over their holiday break. We created four different “mocktails” for the UMASS sports teams to make at the event and encourage fellow students not to drink and drive. The press conference and other outreach resulted in media coverage from two television stations, seven newspapers and seven radio stations. For the Labor Day DDOLUA we partnered with MADD, the **RMV’s** office and Boston Police. Brian Blongastainer and his wife Heidi spoke about the loss of their unborn child, due to an accident involving a drunk driver. This press conference resulted in media coverage from six television stations, five newspapers seven radio stations and five online outlets. A Drunk Driving. Over the Limit. Under Arrest. Drive Sober and Buckled Up. message was displayed on 16 fixed and 80 portable variable message boards of MassPike, Massport, and MassHighway for all mobilizations.

In addition to DDOLUA mobilizations, EOPSS helped spread the safe driving message by promoting the Breath Alcohol Testing (BAT) mobiles. EOPSS promoted sobriety checkpoints conducted by the State Police in coordination with local departments through advisories, news releases and day of coordination with the media. The checkpoints resulted in media coverage from one television station, four newspapers and two online outlets. A press conference unveiling BAT II, where EOPSS partnered with MADD for an event on Revere Beach resulted in media coverage from four television stations, five newspapers and three online outlets.

Child Passenger Safety Program

The primary audience of the 2008 Child Passenger Safety Program was parents and caregivers in Massachusetts. These parents and caregivers are diverse, of different age groups, socioeconomic levels, education levels, and households (two-parents vs. single-parent). The secondary audience included statewide community partners and regional print and broadcast media.



CPS hand cards were redesigned to provide parents and caregivers with information on how to safely transport their children in compliance with the new CPS law. The hand cards were distributed at CPS checkups and Registry of Motor Vehicles across Massachusetts and translated into the following three languages: Chinese, Spanish and Portuguese. A PDF of the CPS hand card (English version) was uploaded to the EOPSS child passenger safety website.

The CPS program included the redesign of stickers that outlined the new CPS law and provide space for the child passengers' emergency contact information that can be placed on child restraints. The template for the existing CPS checkup posters was also modified in 2008. Nylon banners were created in support of the program to be displayed at CPS checkups across the Commonwealth.

Designated Driver Initiative

In June 2008, EOPSS piloted the "Good to Drive?" public awareness initiative to promote the use of designated drivers in the Greater Boston and Worcester areas to those at high-risk of impaired driving to help reduce Massachusetts alcohol-related fatalities. The target audience for this program was 18-34 year old males and females of diverse backgrounds who led active social lives.



An incentive driven campaign was the main component of the initiative. The incentive, a key card, was created for use at local restaurants for free non-alcoholic beverages when being the designated driver for the evening. A carrier for the keycard was also designed explaining the "Good to Drive?" initiative.

Additional creative for the DDP initiative depicted real young professionals from various ethnic backgrounds in a social setting captured in a photo shoot. The images from the photo shoot were used in out-of-home posters that were distributed to all community sponsors to be placed in their establishments during the month of June 2008. The DDP initiative also entailed a 30-second TV spot called “Sober.” The paid media buy for the 30-second TV spot was run on the Comcast Boston Interconnect rather than the local zones to ensure the “Good to Drive?” message reached young adults across the Commonwealth. A 30-second radio PSA with Lt. Governor Timothy Murray was also developed to promote the DDP initiative. To offset some of the costs of the paid media, corporate and local organization sponsors were sought to contribute monies or in-kind donations to the initiative. For example, Comcast aired the 30-second TV spot “Sober” throughout September 2008 valued at approximately \$12,000.

Prom/Graduation Unsafe Driving & Underage Drinking Prevention Program

In May 2008, a safe-driving and alcohol awareness campaign was developed for the Prom/Graduation to promote safe and sober driving. The primary audience was males and females, ages 16-19, including all ethnicities.



The Prom program was branded “Dance. Don’t Chance”. The program included the development of a website that hosted a video contest in which high school seniors produced 60-second videos promoting safe driving. The winning team received a rally at their high school and a dream prom package. For this program, HSD partnered with JAMN 94.5, Glaceau VitaminWater and SmartWater, Boston Limo, MW Tux and AAA Southern New England. A DJ from JAMN provided entertainment for the prom, AAA provided a cash prize and other sponsors provided product and services for the winning group.

Promotional materials for the “Dance. Don’t Chance” campaign included a 15-second radio spot aired on JAMN’ 94.5 FM and online banners posted on the JAMN’ 94.5 website to create awareness of the contest to the target audience. Posters were designed to promote the contest and the “Dance. Don’t Chance.” message. Nylon banners with sponsorship logos were also developed for use at media events.

The entire campaign plus the rally at the winning high school resulted in media coverage from six television stations, twenty two newspapers and twelve online outlets.

Operating Under the Influence Project

The primary audience for the Operating Under the Influence (OUI) project is young adults between the ages of 18-34 with an emphasis on males. In May 2008, the OUI project involved the redesign of an existing OUI Brochure. The theme of the redesign for the brochure was “Bad Breath is a crime in Massachusetts”. The brochure was intended to provide detailed information on Massachusetts’ Melanie’s Law, which



penalizes drunk drivers and suspected drunk drivers for not taking a Breathalyzer test, among other serious penalties for driving under the influence of alcohol. The new brochure will be released in FFY09.

Paid and Earned Media Expenditures

The FFY 2008 paid and earned media expenditures, including creative and production expenses as well as state indirect charges, are as follows:

Section 402	\$ 886,795
Section 405	\$ 189,160
Section 410	\$ 826,340
Section 164	\$ 227,838
Section 163	\$ 82,946
Total	\$2,213,079

Number of Paid Media Placements, Expenditures, Bonus Value, and Gross Impressions

Dates of Campaign	CIOT				Road Respect	
	November		May-June		March-April	
	11/12/07 to 11/25/07		5/21/08 to 6/5/08		3/26/08 to 4/16/08	
	Paid	Bonus	Paid	Bonus	Paid	Bonus
Number of Spots						
Broadcast TV			492	270		
Cable TV			1047	529		
Radio	1027	581	888	551	217	110
Print Ads						
Aerial						
Outdoor			166	305		
Costs						
Broadcast TV			\$207,444			
Cable TV			\$47,110			
Radio	\$128,692		\$107,911		\$125,395	
Print						
Aerial						
Outdoor			\$142,235			
On-Line	\$19,250				\$16,698	
Total Cost of						
Paid Spots	\$147,942		\$504,700		\$142,093	
Estimated Value						
of Bonus		\$152,114		\$204,567		\$64,463

Gross Impressions			
Broadcast TV		5,339,439	
Cable TV		587,100	
Radio	5,368,000	4,235,392	3,080,733
Print			
Aerial			
Outdoor		39,566,777	
On-Line	10,511,443		1,838,152
Total Gross Impressions	15,879,443	49,728,708	4,918,885

The expenditures for the *Click It or Ticket* Mobilizations for FFY 2008 represent an increase in spending on 13% over FFY 2007, but produced a staggering 141% increase in gross impressions. A major factor in this increase was the extensive use of outdoor advertising during the May CIOT. Discounting the expenditure on outdoor advertising and the impressions it received CIOT in FFY 2008 produced 94% of the impressions from FFY 2007 while spending only 88% as much. The *Road Respect* Mobilization in FFY 2008 resulted in a 60% increase in impressions over FFY 2007 with only a 45% increase in expenditures.

Number of Paid Media Placements, Expenditures, Bonus Value, and Gross Impressions, continued

Dates of Campaign	DDOLUA					
	December		July		August	
	12/12/07 to 1/2/08		7/2/08 to 7/23/08		8/20/08 to 9/1/08	
	Paid	Bonus	Paid	Bonus	Paid	Bonus
Number of Spots						
Broadcast TV					339	219
Cable TV					883	560
Radio	1218	791	1322	850	1144	620
Print Ads						
Aerial					3	0
Outdoor	369	180			38	20
Costs						
Broadcast TV					\$170,773	
Cable TV					\$195,741	
Radio	\$163,322		\$148,944		\$130,281	
Print						
Aerial					\$6,160	
Outdoor	\$35,366				\$27,951	
On-Line	\$19,250					
Total Cost of						
Paid Spots	\$217,938		\$148,944		\$530,906	
Estimated Value						
of Bonus		\$140,112		\$72,600		\$265,000
Gross Impressions						
Broadcast TV					1,639,161	

Cable TV			1,573,601
Radio	3,398,100	3,913,747	3,040,309
Print			
Aerial			1,500,000
Outdoor	1,403,000		2,952,609
On-Line	10,511,443		
Total Gross Impressions	15,312,543	3,913,747	10,705,680

The expenditures for the *Drunk Driving. Over the Limit. Under Arrest.* Mobilizations for FFY 2008 represent an increase in spending on 180% over FFY 2007, including funding a media buy for the July mobilization which was not done in 2007. The media purchase produced only 96% of the gross impressions of 2007. A major factor in this decrease despite the increased expenditure, was the reduction of the reliance on online banners which produce high levels of impressions for low cost, but have less impact than television advertising and less immediacy than radio or out-of-home.

Number of Paid Media Placements, Expenditures, Bonus Value, and Gross Impressions, continued

Dates of Campaign	DDP			
	June 6/5/08 to 7/2/08		September 9/8/08 to 9/14/08	
	Paid	Bonus	Paid	Bonus
Number of Spots				
Broadcast TV				
Cable TV	292	60		
Radio	164	76	17	8
Print Ads				
Aerial				
Outdoor				
Costs				
Broadcast TV				
Cable TV	\$99,624			
Radio	\$32,991		\$5,657	
Print				
Aerial				
Outdoor				
On-Line				
Total Cost of Paid Spots	\$132,615		\$5,657	
Estimated Value of Bonus		\$63,777		\$3,100
Gross Impressions				
Broadcast TV				
Cable TV	1,618,930			
Radio	4,255,720		913,400	
Print				
Aerial				

Outdoor		
On-Line		
Total Gross Impressions	5,874,650	913,400

Looking Forward ...

The paid and earned media goals of the EOPSS's 2009 Highway Safety Plan include:

- *Meet the paid and earned media requirements of the EOPSS's six mobilizations to in turn help achieve the goals of the occupant protection, impaired driving, and speed/aggressive driving program areas.*
- *EOPSS's paid media contractor to obtain 50 percent bonus of the gross value of mobilization paid media buys based on the formula of the average cost-per-spot in each market weighted for rotators. Also, have all mobilization buys achieve minimum weekly GRPs of 150 for radio and 200 for television.*

Paid and Earned Media Program spending will be approximately \$3 million.

Key initiatives involving paid and earned media in the 2009 Highway Safety Plan include:

- Support the paid and earned media needs of the EOPSS's six mobilizations.
- Incorporate CIOT Next Generation grant into mobilization calendar, including shifting the July 2009 DDOLUA Mobilization to a CIOT Mobilization.
- Develop a child passenger safety educational video PSA in English and Spanish and companion printed materials for distribution to local cable stations and community-based organizations.
- Continue and expand the Prom program to encourage more partnerships and student participation and increase outreach to inner city high schools.
- Finalize the OUI Brochure in partnership with the RMV to educate adults across the Commonwealth of Melanie's Law and the penalties for impaired driving.
- Expand the DDP public awareness initiative statewide to those at high-risk of impaired driving to help reduce Massachusetts alcohol-related fatalities.

Performance Data

Crash Summary

In Massachusetts, the total number of crashes decreased between 2002 and 2007, from 139,038 in 2002 to 121,892 in 2007 or 12 percent. The number of crash injuries also decreased between 2002 and 2007, from 56,562 in 2002 to 43,628 in 2007 or 23 percent. Twelve fewer lives were lost in 2007 than in 2006, a nine percent reduction. There were also fewer speed-related fatalities in 2007 (140) than in 2006 (148). According to the observed restraint use survey, Massachusetts saw an increase in the safety belt use rate from 67 percent in 2006 to 69 percent in 2007.

Unfortunately, from 2006 to 2007, Massachusetts also experienced increases in bicyclist, motorcyclist, and young driver fatalities. Table X provides the data requested to track performance as outlined in the GHSA's 2010 guidance for development of Annual Reports.

Table X.1 Massachusetts Crash Data Trends
1999-2007

Year	1999	2000	2001	2002	2003	2004	2005	2006	2007
Fatalities (Actual)	414	433	477	459	462	476	441	429	417
Fatality Rate/(100 Million VMT)	0.80	0.82	0.90	0.86	0.86	0.87	0.80	0.78	N/A
# of Serious Injuries	-	-	-	5,279	5,370	5,033	5,052	4,579	N/A
# of Fatalities Involving Driver or Motorcycle Operator w/ $\geq .08$ BAC	143	152	181	178	156	169	148	144	146
# of Unrestrained Passenger Vehicle Occupant Fatalities	178	166	195	189	177	165	171	158	142
# of Speeding-Related Fatalities	127	151	144	176	156	158	146	148	140
# of Motorcyclist Fatalities	35	33	53	58	35	60	54	50	61
# of Unhelmeted Motorcyclist Fatalities	3	1	3	5	4	9	4	5	3
# of Drivers Age 20 or Younger Involved in Fatal Crashes	-	-	-	45	43	39	41	33	36

Year	1999	2000	2001	2002	2003	2004	2005	2006	2007
# of Pedestrian Fatalities	74	82	79	58	85	81	76	61	61
% Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	52%	50%	56%	51%	62%	63%	65%	67%	69%
# of Seat Belt Citations Issued During Grant-Funded Enforcement Activities	-	-	-	-	-	-	-	10,613	5,272
# of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	-	-	-	-	-	-	-	447	357
# of Speeding Citations Issued During Grant-Funded Enforcement Activities	-	-	-	-	-	-	-	11,859	7,069

Figure xx Number of Fatalities
Achieved a 9.7% Reduction from 2003 to 2007

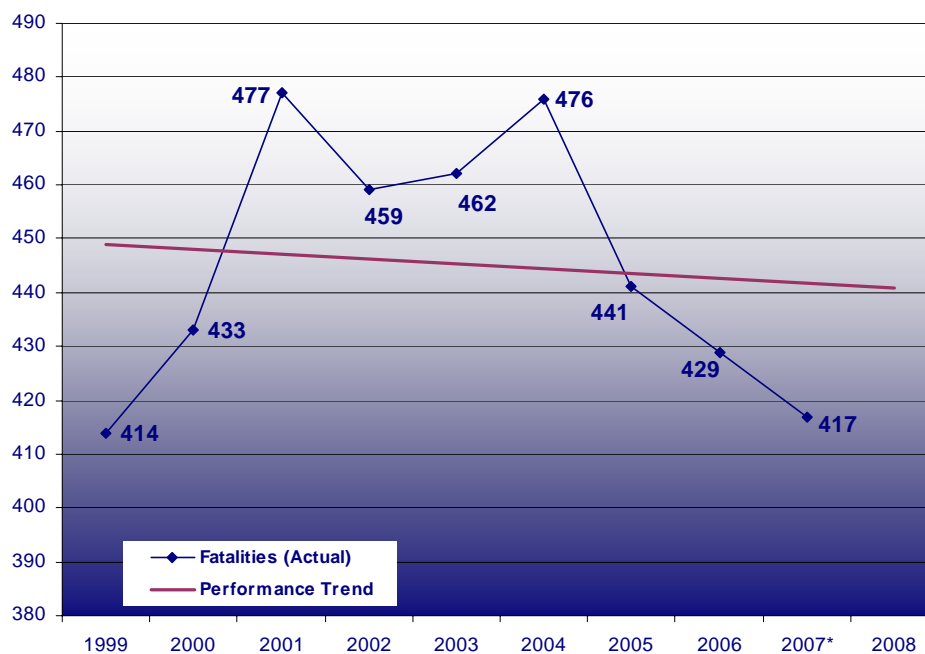


Figure xx Fatality Rate / 100 Million VMT
Achieved a 9.3% Reduction from 2003 to 2007

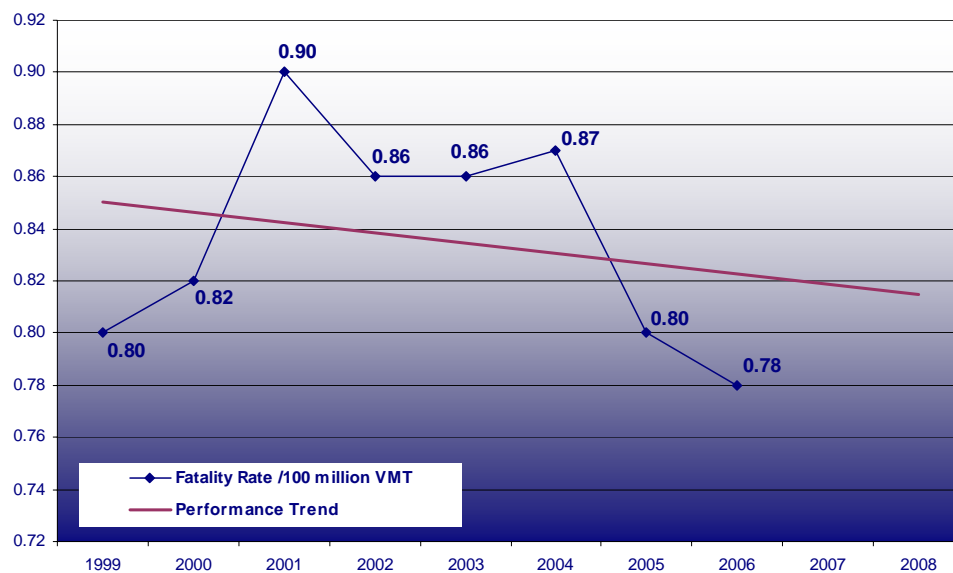


Figure xx Number of Serious Injuries
Achieved a 14.7% Reduction from 2003 to 2007

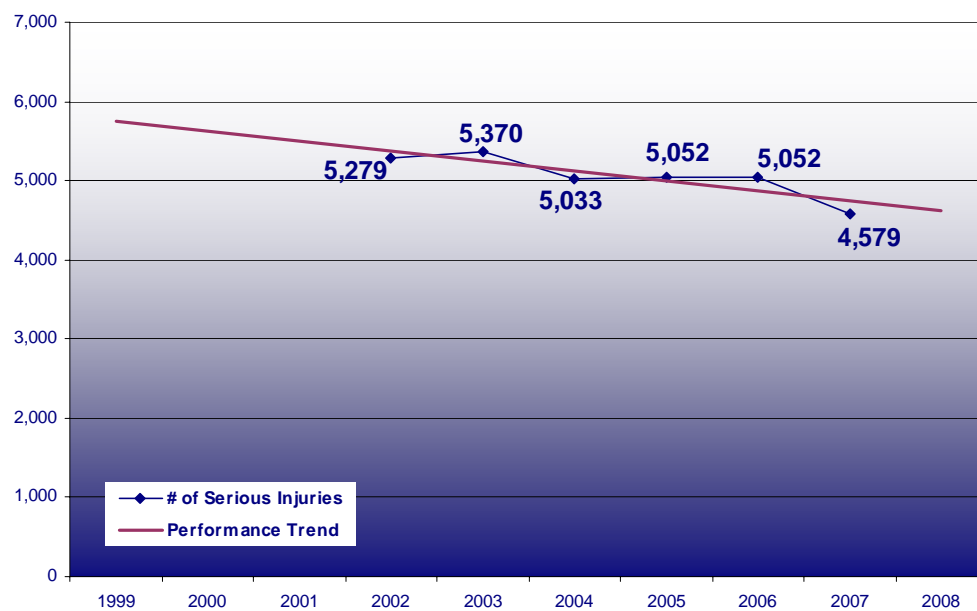


Figure xx Number of Fatalities Involving Driver or Motorcycle Operator with $\geq .08$ BAC

Achieved a 6.4% Reduction from 2003 to 2007

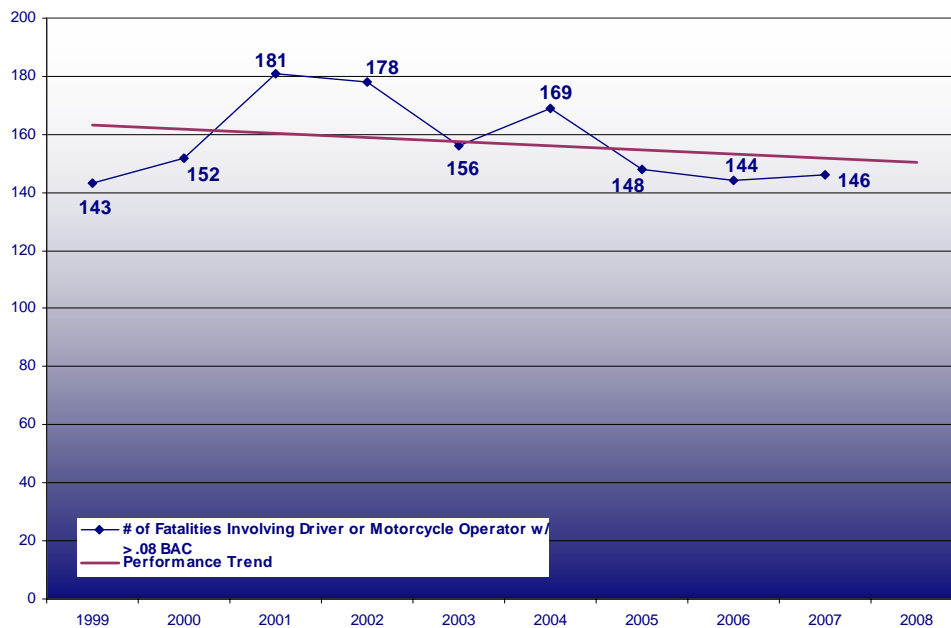


Figure xx Number of Unrestrained Passenger Vehicle Occupant Fatalities

Achieved a 19.8% Reduction from 2003 to 2007

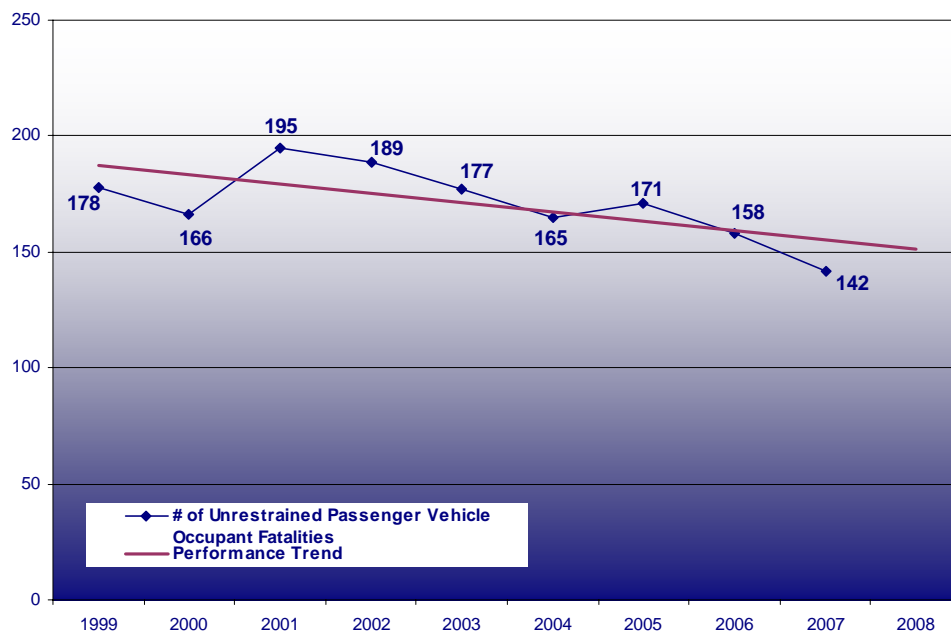


Figure xx Number of Speeding-Related Fatalities
Achieved a 5.4% Reduction from 2003 to 2004

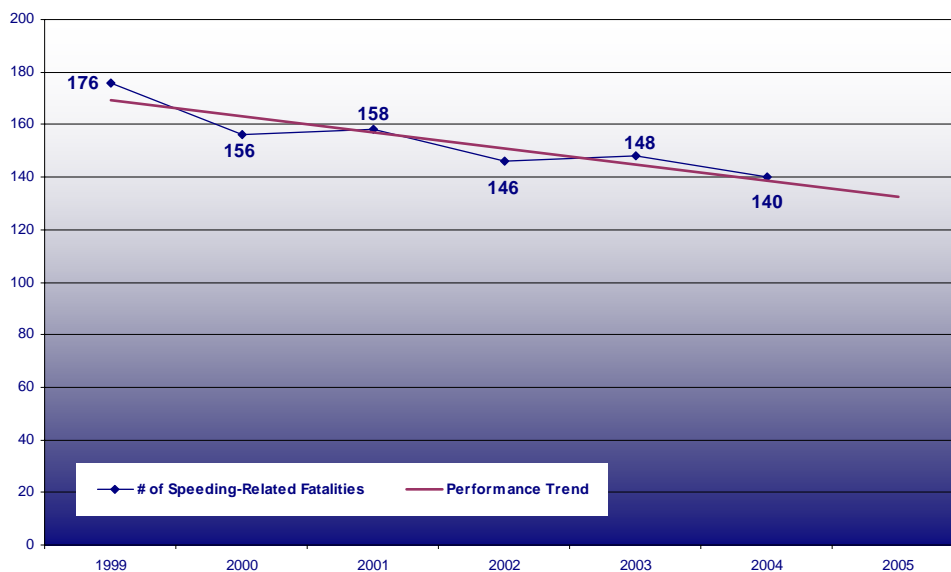


Figure xx Number of Motorcycle Fatalities
Increased Fatalities by 74% from 2003 to 2007

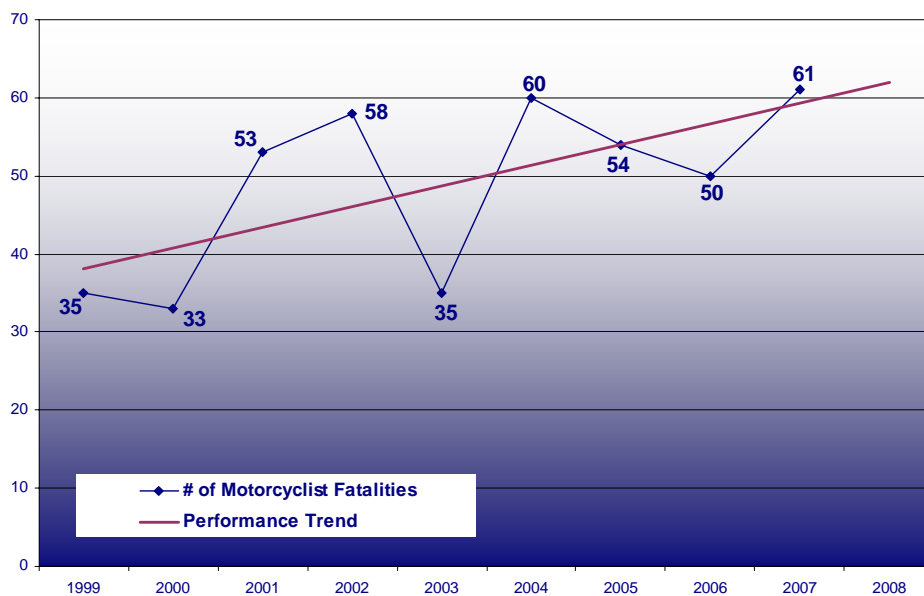


Figure xx Number of Unhelmeted Motorcycle Fatalities
Achieved a 24% Reduction from 2003 to 2007

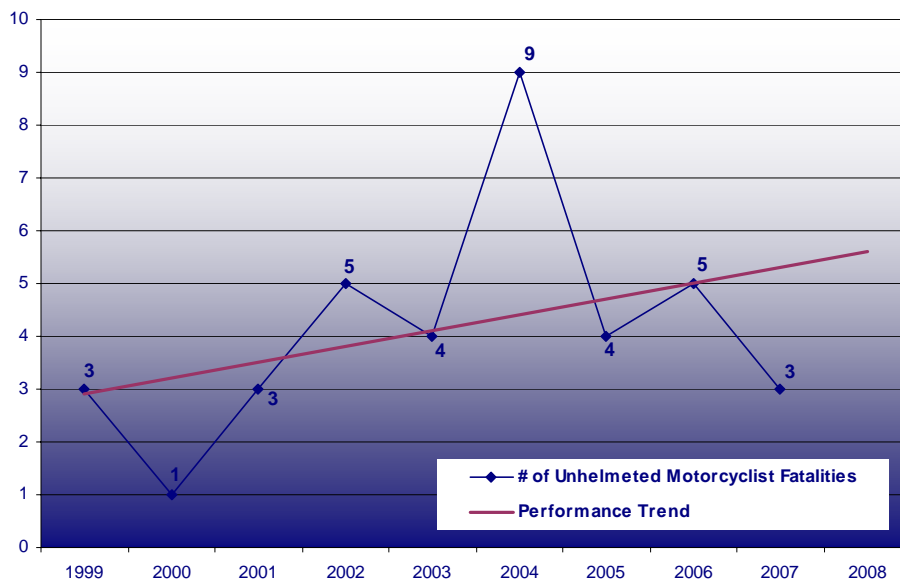


Figure xx Number of Drivers Age 20 or Younger Involved in Fatal Crashes
Achieved a 18.1% Reduction from 2003 to 2007

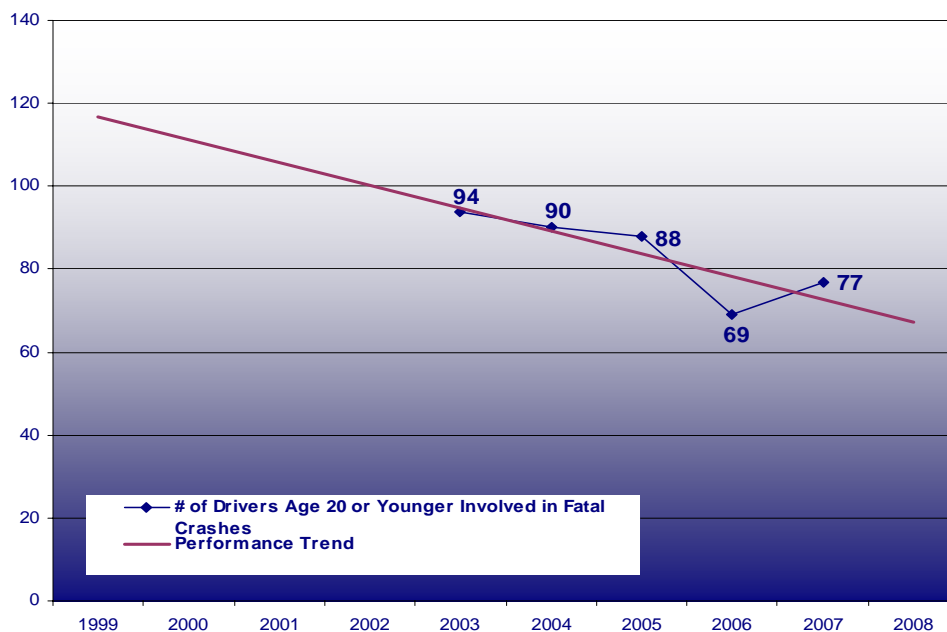


Figure xx Number of Pedestrian Fatalities
Achieved a 28.2% Reduction from 2003 to 2007



Figure xx Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupant
Achieved a 5% Increase from 2003 to 2008

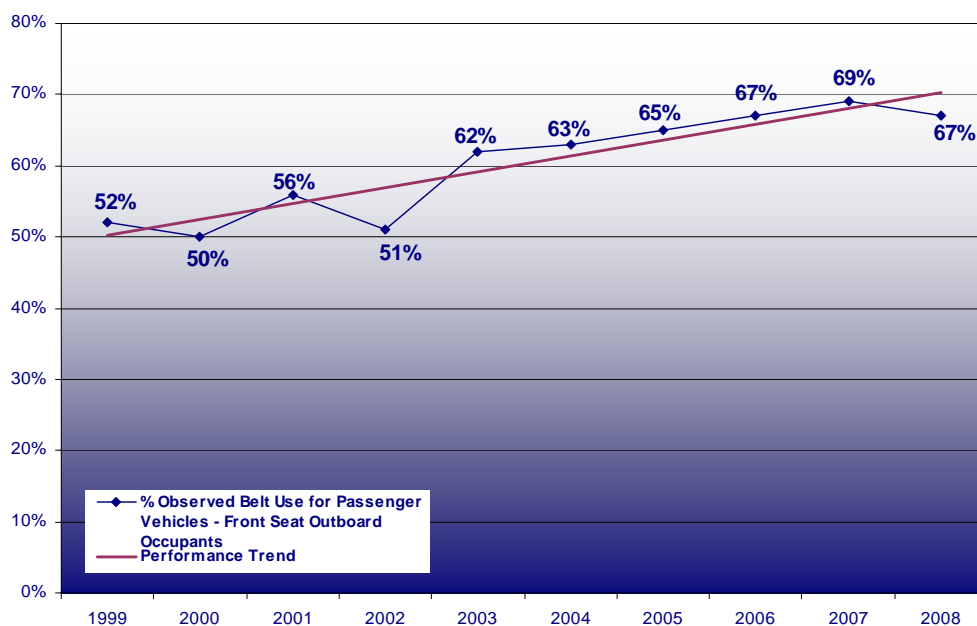


Table x.2 provides additional detail on recent highway safety trends related to the goals established in the 2008 HSP.

Table X.2 Additional Massachusetts Crash Data Trends
2002-2007

Year	2002	2003	2004	2005	2006	2007
Number of Motor Vehicle Crashes of All Types	139,038	141,681	138,632	154,084	149,860	121,892
Fatalities – Male (Actual)	313	311	321	300	293	288
Fatalities – Female (Actual)	144	147	153	140	136	129
Number of Crash Injuries	56,562	57,455	55,500	57,833	54,921	43,628
Fatality and Serious/Incapacitating Injury Rate/ (100 Million VMT)	10.77	10.86	10.06	9.90	9.08	N/A
Alcohol-Related Fatalities (Actual)	224	215	207	186	174	142
Percent of All Fatalities that are Alcohol-Related	49%	47%	43%	42%	41%	34%
Alcohol-Related Fatality Rate/(100 Million VMT)	0.42	0.40	0.38	0.31	0.32	N/A
Percent of Vehicle Occupant Fatalities Unrestrained	57%	55%	53%	57%	53%	51%
Percent of all Fatalities that are Speed-Related	38%	34%	33%	33%	35%	34%
Speed-Related Fatality Rate/(100 Million VMT)	0.33	0.29	0.29	0.26	0.27	N/A
Pedestrian Serious/Incapacitating Injuries (Actual)	287	246	268	241	N/A	N/A
Bicyclist Fatalities (Actual)	6	11	11	5	6	10
Bicyclist Serious/Incapacitating Injuries (Actual)	84	70	94	74	N/A	N/A
Motorcyclist Serious/Incapacitating Injuries (Actual)	328	291	354	374	N/A	N/A
Young Driver Fatalities, Age 16-20 (Actual)	45	43	39	41	33	36
Young Driver Fatalities, Age 16-24 (Actual)	74	65	83	78	76	79
Young Driver (Age 16-24) Serious/Incapacitating Injuries (Actual)	884	874	889	815	N/A	N/A
Older Driver Fatalities (Actual) ^a	44	60	36	46	40	N/A
Older Driver Serious/Incapacitating Injuries (Actual) ^a	326	328	310	350	N/A	N/A

Sources: Massachusetts Traffic Record Portal, December 2006; FARS, June 2008; 2002 to 2007 Massachusetts Safety Belt Use Observation Surveys; Crashes all types Massachusetts Registry of Motor Vehicles, July 2008; NHTSA Traffic Safety Facts 2003 to 2007, Speed Related Fatalities, BAC = 0.08+ Fatalities.

^a Older drivers are drivers age 65+.

^b Crash data for 2007, which includes preliminary data from RMV.

Note: (1) Some numbers reported in this FFY 2009 Highway Safety Performance Plan may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. Some crash data are new to this report and trend data may not be available with consistent reporting procedures/methodology.

(2) Any inconsistencies between total of male/female fatalities and overall reported fatalities for given year are due to gender that was either not being reported or was unknown on crash report.

NOTEWORTHY ACCOMPLISHMENTS / PROJECT HIGHLIGHTS

Sobriety Checkpoints

Problem Addressed

In Massachusetts impaired driving was a factor in nearly half (47%) of all traffic fatalities in 2003. Impaired driving also has a significant correlation to low belt use, which directly affects increased traffic fatalities. (Casey – can you update this figure)

Accomplishments

Massachusetts has had great success with sobriety checkpoints, run statewide by the state police in conjunction with local police departments to combat impaired driving. A major factor in the success of the program has been the regularity with which the checkpoints are conducted and the use of Breath Alcohol Testing Mobiles (BAT Mobiles). Since first purchasing a BAT Mobile, Massachusetts has steadily increased the number of checkpoints it runs. In 2008, outside of the high visibility enforcement mobilizations the state police conduct, on average, more than one checkpoint every week.

The BAT Mobiles have greatly increased the efficiency of checkpoints in Massachusetts. By having everything needed to process and detain OUI offenders on hand fewer troopers are needed to constantly ferry offenders from the checkpoint. The expanded capabilities provided by the second BAT Mobile, purchased in 2008, improved the number of checkpoints that the state police could run from 33 in 2006 to 61 in 2007 to 73 as of mid-November in 2008.

The results from increasing funding on the sobriety checkpoint program are clear. The program has been a strong contributing factor in increasing the number of DUI arrests by the state police as well as a reduction in alcohol related fatalities from 47% of all traffic fatalities in 2003 to 41% in 2006.

Safe Prom and Graduation Video Contest

Problem Addressed

Young drivers are particularly susceptible to risky driving practices. The prom and graduation season is a period when many teens engage in risky behaviors, including increased underage drinking, and reckless or impaired driving.

Accomplishments

For May 2008, Massachusetts developed a safe-driving and alcohol awareness campaign for the prom/graduation season to promote safe and sober driving. The primary audience was young drivers, ages 16-19. In order to create interest and discussion about safe driving in the primary audience and to best reach them in a way that would appeal, Massachusetts created a contest to produce one minute public service announcements.

In partnership with SADD and the state **Department of Education**, Massachusetts was able to inform all high schools of the contest and sparked substantial interest. Nearly thirty schools from across the state expressed advanced interest in participation. Though not every school was able to submit entries, 23 came in representing all regions of the state.

Massachusetts successfully assembled a prize package for the contest by partnering with various private companies that provided prizes for the winning school's prom including beverages, a DJ and emcee from a major local radio station, limousine rental, tuxedo rentals, and a cash prize for the prom committee.

Lastly, Massachusetts created a website where the videos could be viewed and shown to others. This laid much of the groundwork to continue and improve the program for the following year.

The entire campaign plus the rally at the winning high school resulted in media coverage from six television stations, twenty two newspapers and twelve online outlets.

Road Respect Mobilization

Problem Addressed

Massachusetts roadways have significant speeding and aggressive driving problems, fueled by more people with a "24/7" lifestyle and increasingly congested roadways. Speed was a factor in 34 percent of all motor vehicle-related fatalities in Massachusetts in 2006, as compared to 32 percent nationwide. On Massachusetts roadways in 2005 there were 3,338 speed-related citations involving a crash. That same year, there were 293,269 speed-related citations issued without a crash. The high-speed involvement in fatalities and the significant number of speed-related citations issued are why the Commonwealth must continue to treat speeding and aggressive driving as a major highway safety problem. Efforts in this area also will address the dangers of distracted driving and drag racing.

Accomplishments

To help address this situation Massachusetts developed an annual *Road Respect* (RR) Mobilization. Following the format of *Click It or Ticket*, Road Respect **was conducted** for 3 weeks during the months of March and April when driving starts to pick up during the spring thaw. In both 2007 and 2008 more than 200 local police departments participated, in addition to the state police. Efforts are continuing to improve and in 2008 local police gave out 16% more moving violations during the mobilization period than in 2007. (4870 in 2008 and 4208 in 2007.)

The paid and earned media section of the program was also very successful netting coverage on 8 television stations, 17 newspapers, 4 news web pages, and 2 radio stations in 2008 alone. State specific radio public service announcements were produced and trafficked across the state in all major media markets in both years. In 2008 an interactive online banner ad was produced and placed on key websites. The “Respect-o-Meter” as it was called was featured at the 2008 GHSA Strategic Communications Forum as an innovative public outreach tool.

FINANCIAL SUMMARY / DISTRIBUTION OF FUNDS

(this will probably be three pages)